http://www.uwstout.edu/programs/bspcem/

Professional Communication and Emerging Media

Introduction

Professional Communication and Emerging Media is a rapidly growing profession. Development of new technologies has increased the demand for professionals who can clearly explain policies, products and services to clients and customers. UW-Stout's program integrates communication theory with coursework in a chosen applied field. Examples of applied fields include biomedical engineering, packaging, international studies, quality management, telecommunications, tourism, training and development, art and design, and business and management. Graduates of this program will have the skills to research, visualize, design, develop and oversee publication of both print and electronic documents.

Copy editing and preparation, multimedia or hypertext writing, and critical, technical and freelance writing courses prepare you to write clearly for specific audiences. In addition, courses in an applied field of your choice supply the strong technical background crucial to communicating complex ideas to different audiences. Elective courses give you the chance to explore other areas, such as photography or creative writing. All students will participate in a co-op, internship or practicum during the junior year.

General Requirements
Bachelor of Science Degree

Total for graduation	124 credits
General Education	43 credits
Major Studies	81 credits

Program Requirements

General Education

43 credits required

A. Communication Skills — 8 credits

ENGL-101	Freshman English – Composition *or*	
ENGL-111	Freshman English – Honors I	3
ENGL-102	Freshman English – Reading and Related Writing *or*	
ENGL-112	Freshman English – Honors II *or*	
ENGL-113	Honors Seminar	3
SPCOM-100	Fundamentals of Speech	2

B. Analytic Reasoning — 6 credits

Courses must be from areas of math, logic, statistics and computer science.

C. Health and Physical Education — 2 credits

Courses must be from areas of health, physical education or nutrition.

D. Humanities and the Arts — 9 credits

Courses must be from three or more areas including art history, creative arts, foreign language and culture, history, literature, music appreciation, performing arts and philosophy.

E. Social and Behavioral Sciences — 9 credits

Courses must be from three or more areas including anthropology, economics, geography, political science, psychology and sociology.

F. Natural Sciences (with Lab) — 4 credits

G. Technology — 2 credits

H. General Education Electives — 3 credits

Course(s) must come from categories A, B, D, E or F.

Major Studies

60 credits required

ENGL-121	Introduction to Technical Communication	3
ENGL-125	Elements of Style for Professional Writers	3
ENGL-225	Editing Practices and Processes	3
ENGL-247	Critical Writing	3
ENGL-312	International Technical Communication	3
ENGL-340	Structure of English	3
ENGL-371	Rhetoric and Style: Strategies of Argumentation	3
ENGL-385	Document Design	3
ENGL-388	Writing for the Internet	3
ENGL-415	Technical Writing	3
PHIL-235	General Ethics	3
SPCOM-312	Intercultural Communication	2
XXX-XXX	Foreign Language I	4
XXX-XXX	Foreign Language II	4

Concentration

21 credits

Technical Communication — 21 credits

ENGL-349	Co-operative Educational Experience *or*	
ENGL-437	Technical Writing Practicum	1
ENGL-425	Usability Design Testing	3
ENGL- 435	Writing for Content Management	3
ENGL-471	Technical Communication and Consulting	3
INMGT-365	Project Management	3
SPCOM-414	Interviewing	1
SPCOM-425	Informational Interviewing Skills for Professionals	1
GCM-141	Graphic Communication	3

Applied Journalism — 21 credits

ENGL-207	Writing for the Media	3
ENGL-210	Journalism Practicum	1
ENGL-218	Mass Communication	3
ENGL-330	Feature Writing	3
ENGL-407	Seminar in Applied Journalism	3
ENGL-471	Technical Communication and Consulting	3
GCM-141	Graphic Communication	3
MEDIA-204	Introduction to Photography	2

Digital Humanities — 21 credits

CS-144	Computer Science	3
CS-248	Web and Internet Programming	3
LOG-301	Logic	3
ENGL-335	Critical Approaches to Digital Humanities	3
ENGL-480	Seminar in the Digital Humanities	3
ENGL-495	Digital Humanities	6